

**GOVERNMENT OF ANDHRA PRADESH
ABSTRACT**

YAT & C Department - Tourism Promotion – Released of a topical advertisement of Andhra Pradesh Tourism - Best of Andhra Pradesh – “Coinciding with ITB Berlin 2014” – Release an amount of Rs.2,00,000/- (Rupees Two Lakhs only) - Sanction - Orders – Issued.

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No. 304

Dated:15-03-2014

Read the following:-

1. From Mr.Y.S.Venkatswamy, Regional Head South Travel Biz Monitor, Hyderabad, Dated:Nil.
2. Govt.Letter No.1148/PMU/PRO/2014, of YAT&C (PMU) Department, Dated: 26-02-2014.
3. Bill No.TBA/MAR-14/014 of Mr.Y.S.Venkatswamy, Regional Head South Travel Biz Monitor, Hyderabad, Dt:01-03-2014.

ORDER:-

Government is participating in the various National and International Marts, Fairs Festivals and also publishing advertisements in reputed magazines for promoting A.P Tourism and attracting more number of visitors to the State.

2. In the reference 1st read above, Regional Head South Travel Biz Monitor, Hyderabad, has requested to release 1 full page & 3 pages Feature advertisement in “Travel Biz Monitor” of Andhra Pradesh Tourism - Best of Andhra Pradesh – “Coinciding with ITB Berlin 2014”. Accordingly, Government have issued a work order for an amount of Rs.2,00,000/-(Rupees Two Lakhs only) for publication of the advertisement, in the reference 2nd read above.

3. In the reference 3rd read above, Regional Head South Travel Biz Monitor, Hyderabad, has furnished a bill for an amount of Rs.2,00,000/- (Rupees Two Lakhs only) inclusive of taxes towards released of a topical advertisement in “Travel Biz Monitor” of Andhra Pradesh Tourism - Best of Andhra Pradesh – “Coinciding with ITB Berlin 2014” and requested Government for arranging payment.

4. Government, after careful examination of the matter hereby sanction an amount of Rs.2,00,000/- (Rupees Two Lakhs Only) inclusive of taxes to M/s. Saffron Media Pvt., Ltd, Mumbai, towards released a topical advertisement in “Travel Biz Monitor” of Andhra Pradesh Tourism - Best of Andhra Pradesh – “Coinciding with ITB Berlin 2014”.

5. The amount sanctioned at Para 4 above shall be debited to the following Head of Account:

“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

6. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 4 above, in favour of M/s. Saffron Media Pvt., Ltd, Mumbai, through on line. The details of Bank account is as follows:-

Account Name	: Saffron Media Pvt., Ltd, Mumbai
Account No	: 319501010036080
Name of the Bank	: Union Bank of India
IFSC Code	: UBIN0531952
PAN	: AAACI6183R

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

**CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT**

To

Mr.Y.S.Venkatswamy, Chief Manager, the Indian Express, the Express Group, Somajiguda, Hyderabad.
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.

Copy to:

The YAT& C (PMU- Claims) Department.
SF/SCs.

//Forwarded:: By Order//

SECTION OFFICER